

# IRON WHEELS

## Now-a One-Profit Car in the Quality Field

STUDEBAKER has achieved one-profit manufacture in the quality field. This marks a new era in the automobile industry. Studebaker's achievement eliminates unnecessary profits running up to \$500 on a single car. It banishes double overhead. It results in quantity production of quality cars. It vitally affects pricing by establishing a new criterion of value in the fine car field.

**T**WENTY-FIVE years ago practically all "manufacturers" of automobiles were nothing more than assemblers. They purchased motors, bodies, tops, axles, etc., from parts makers who were the manufacturers in reality.

On this basis it was easy to become an automobile "manufacturer," and more than five hundred makers of automobiles have had their day in the American market and disappeared. They are represented only by "orphan cars" with practically no resale value.

Notwithstanding this writing the wall many manufacturers still assemble their product, plugging profit upon profit for the ultimate purchaser to pay. Each profit piercer enters into his costs just as though he had spent the money for steel or plate glass or upholstery. Although it represents no value he not only passes it on to the purchaser but figures his own profit on top of it.

The Ford is a one-profit car and reigns supreme in its field.

In the fine car field Studebaker—and Studebaker alone—now offers the American public one-profit value.

During the past seven years, when demand exceeded supply, Studebaker has been plowing earnings back into plants and machinery until we are now able to make this announcement:

Foundries, stamping mills, machine shops, are now complete. As final links in the chain of one-profit production, the enormous Studebaker body plants have been operating for months at peak capacity. Resources totaling one hundred million dollars are concentrated on the production of this one-profit car.

No other individual manufacturer in the world (except Ford) possesses such facilities for the complete manufacture of automobiles.

That is why Studebaker is able to put finer steel, finer wood, finer upholstery, better workmanship, hundreds of thousands of miles of re-

### Why Studebaker is the "one-profit" car

There are more than 60 makes of passenger cars built in the United States, but very few are manufactured completely in the plants of the producers who sell them.

Only 43 build all their own motors—and one of the 43 is Studebaker. Of the 43 which claim to make their own motors only 14 make the engine, stampings and forgings which go into their motors—and one of these 14 is Studebaker.

Only 5 make all their own bodies and one of the 5 is Studebaker. Only 2 make all their own motors, bodies, clutches, springs, axles, gear sets, differentials and steering gear. One of these 2 is Studebaker and the other is Ford.

serve transportation, into every car—yet keep down the price to you.

This sound manufacturing principle not only holds down price, but it insures a better car regardless of price. The car is not a patchwork, but a unit.

Last year at the New York and Chicago automobile shows four well-known automobile manufacturers exhibited coaches mounted with the same body—a body made from the identical dies, jigs and fixtures. Certainly these manufacturers must have sacrificed engineering advantages in chassis construction to accommodate this "standardized" coach body built by an outside supplier.

Contrast this with Studebaker, where the entire car is designed and built as a unit—and engineered complete. This construction means (1) longer life—(2) greater comfort in riding—(3) greater freedom from repair expense—(4) greater resale value.

With the advent of this one-profit-overhead plan of motor car manufacture, it is folly today to buy a car by the same comparisons you used yesterday. Today you must measure all cars with this "one-profit" Studebaker.

One-fourth of all American passenger cars built today belong in the fine car field—a total of 57 different makes selling above one thousand dollars.

There are 21 Studebaker body styles available on three different chassis. The Standard Six Models, 113-inch wheelbase, 50 h.p. engine, \$1125 to \$1600 f.o.b. factory. The Special Six Models, 120-inch wheelbase, 65 h.p. engine, \$1450 to \$2120 f.o.b. factory. And the Big Six Models, 127-inch wheelbase, 75 h.p. engine, \$1875 to \$2650 f.o.b. factory.

And you may buy your Studebaker today with the assurance that it will not be arbitrarily stigmatized by any act of ours as a "last year's model." Instead of spectacular annual announcements of "new yearly models," Studebaker has adopted the policy of keeping its cars up-to-date in body styles and chassis design every day in the year. Therefore, buy your Studebaker now!

### Build Studebaker Almost Complete In Own Plant

People generally now understand the advantages of complete automobile manufacture in the low priced field.

Until today, no manufacturer of a quality car has been able to lay claim to these advantages. But now Studebaker manufactures practically every important unit—building its cars more completely than any other manufacturer in the fine car field.

It is the result of seven years of planning, of turning profits back into greater manufacturing facilities, the addition of such new plants as the largest gray iron foundry in the world and a body building plant which cost \$10,000,000.

Studebaker not only builds its own engines, axles, springs, transmissions and clutches, but all car bodies as well. Only two manufacturers, who build in quantity, make their own bodies. One is Studebaker, the other is the Ford Motor Company.

#### Studebaker Points Out:

"Other builders buy their car bodies from outside body builders, who, of course, must collect a profit. The builders pay this profit, include it in their costs, then figure their own profit on top of it, compounding the final cost to the buyer."

"What is true of bodies also is true of engines: 18 builders buy their engines outside and 28 other automobile manufacturers assemble engines from various parts bought elsewhere, in this case doubling compounding the profits, for consumers to pay."

"The same thing is true of axles, springs, transmissions, clutches—and other important parts."

"The buyer pays when he purchases a car not manufactured under the advantages Studebaker enjoys. He pays many profits instead of one, and these many profits are not represented by anything in the car itself. As high as \$500 of the purchase price of an assembled car may represent unnecessary profits."

Building its cars complete, declares Studebaker, enables it to put finer steel, finer wood, finer upholstery, better workmanship and hundreds of thousands of miles of reserve transportation into every car, and yet keep the price down.

Studebaker summarizes the one-profit advantages as follows:

Longer life because all vital units are designed to operate in harmony. Greater riding comfort, because springs and chassis are scientifically designed to function with a body also designed and built by the same engineers.

Greater freedom from repair expense because strains and stresses of each moving part are determined accurately before the car is built and are spread evenly over mated parts.

Greater resale value because the tremendous reserve mileage, ruggedness and stamina built into them cannot be exhausted in years of service.

More than 500 car assemblers, which passed on these compounded profits into the prices exacted from buyers, have gone out of business. Studebaker's domination of the fine car field is an exemplification of the sound economic policy of complete manufacture which has given it that position.

### Move Now On To Make Traffic Rules Uniform

The conference of civic officials and representatives of local automobile clubs held July 15th in Detroit to correlate the traffic regulations of the cities and towns of Michigan is an important constructive move in an attempt to formulate nationwide traffic rules, in the opinion of A. R. Glancy, president and general manager of the Oakland Motor Car Company.

"It must be borne in mind that before any attempt is made to correlate the laws of the various states to bring about a uniformity of traffic regulations, each state should have uniform ordinances in all the villages, towns and cities within its own boundaries," Mr. Glancy points out.

"The conference in Michigan is an effort to bring this about. Those who studied the situation in this state found that cities and towns within a very close radius of each other often had very different ordinances for making turns, for signaling and for other phases of driving, including the various speed limitations."

"It was found that very frequently the many suburban towns surrounding the large cities had different sets of regulations, which only those who drove through them actually knew. Thus a problem was presented even for the driver who lived in the state, which, of course, was even more complicated for the casual tourist who happened to be driving through."

"Uniformity of traffic within each individual state must precede any attempt to coordinate the traffic regulations of the different states, and this attempt by Michigan deserves to be watched with interest by most of the other states. It is a movement that has nationwide significance."

**STATE OF MICHIGAN.**—The Probate Court for the County of Oakland. At a session of said Court, held at the Probate Court in the City of Pontiac, in said County, on the sixth day of July A.D. 1928.

Present, Hon. Ross Stockwell, Judge of Probate.

In the Matter of the Estate of Agnes McBride, Deceased. James McBride having filed in said court a petition praying that said court adjudge and determine who were at the time of her death the legal heirs of said deceased and entitled to inherit the real estate of which said deceased died seized.

It is Ordered, that the third day of August, A.D. 1928, at eight o'clock in the forenoon, at said Probate Office, be and is hereby appointed for hearing said petition.

It is Further Ordered, that public notice thereof be given in the following manner: That copies of this order, for three successive weeks previous to said day of hearing, in the Birmingham Eccentric, a newspaper printed and circulated daily in said County, be published.

ROSS STOCKWELL, Judge of Probate.

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